

Professional and Managerial Branch  
Miscellaneous Professional Group  
Marketing Series

**MARKETING COORDINATOR**

08/92

*Summary*

Under direction, coordinates and manages civic marketing and public information programs; performs related duties as required.

*Typical Duties*

Plans, develops and administers marketing strategies to promote civic programs such as mass transit ridership, aquatics programs and other City services; solicits private and public sector financing for the marketing of programs; conducts market research studies to determine needs and evaluate effectiveness of programs; conducts statistical analyses of research studies; performs economic analyses to assist in determining pricing of programs.

Plans, develops and administers public information releases to promote City-sponsored programs, projects, activities and services; confers with broadcast agencies in the taping and scheduling of spots; organizes, schedules and delivers promotional programs at schools, hospitals, conferences and other public forms; prepares and distributes new releases, news letters, brochures and other promotional material; coordinates and conducts tours.

Supervises, trains and evaluates subordinate personnel; trains and develops good customer relation skills in assigned personnel; responds to complaints from the public; assists in budget development and control; prepares bid specifications for program and marketing costs; maintains records and prepares reports; prepares policies and procedures manuals.

*Minimum Qualifications*

Training and Experience: Graduation from an accredited college or university with a Bachelor's Degree in Marketing, Business or Public Administration or a related field and three years of professional experience in designing and implementing marketing and strategies; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of techniques and methods of developing and implementing a marketing program; considerable knowledge of English and grammar, spelling and punctuation; good knowledge of the methods and techniques of market segmentation and research; good knowledge of the methods of statistical analysis; good knowledge of the methods and techniques of photography, journalism, graphics and printing; some knowledge of the use and care of personal computers and related applications programs including desktop publishing; some knowledge of the practices and procedure of budget development and control; some knowledge of supervisory techniques, standards of conduct and work attendance.

Ability to plan, develop and implement a marketing strategy; ability to cost an advertising proposal; ability to design and prepare promotional and advertising materials and newsletters; ability to perform statistical analyses; ability to prepare and deliver presentations before public groups; ability to establish and maintain effective working relationships with fellow employees, officials and the general public; ability to supervise, train and evaluate assigned personnel; ability to maintain records and prepare reports; ability to express oneself clearly and concisely, both orally and in writing.

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Director of Personnel

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Department Head